COLDS

Their Cause and Cure

SANACINE

NATURE'S LUNG HEALER

An invaluable remedy for

COUGHS COLDS CATARRH ASTHMA INFLUENZA BRONCHITIS SORE THROAT CHEST TROUBLE WHOOPING COUGH

and Disorders of the Lungs, Chest and Throat.

Sanacine expels the disease germs.

Sanacine prevents the wasting and tearing of the Tissues that occur in violent colds, clears away the congested phlegm, and promptly allays the irritation and inflammation of the respiratory organs, so that, after a dose or two, breathing becomes quite easy and normal. Sanacine strengthens the lining of the throat, enables it to rapidly throw off the effects of cold, and encourages the growth of new, healthy Tissue to replace that destroyed by disease.

Sanacine dispels the 'stuffy' feeling experienced in head and chest and restores the sense of taste.

Influenza and other virulent forms of cold easily yield to the vigorous curative action of Sanacine, and if a few doses are taken in the early stages the severity of an attack is soon diminshed and its duration greatly reduced.

Sanacine is guaranteed perfectly harmless and may be administered to children as directed.

Sanacine Strengthens the Weak Spot.

Sold in Bottles, 1/1½, 2/9 and 4/6,
or in Tablet Form in Boxes, 1/1½ and 2/9 Post Free.

Ashton & Parsons Ltd., La Belle Sauvage, London, E.C.

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To begin with—

Never forget that Colds are surely the most fatal of all human ills. Colds lower the vitality, directly endanger your eyesight, hearing, voice, and lay waste the bodily tissues and make it easy for any ailment to ravage the system. Colds mean future illness, they destroy your strength and resisting power now. Colds mean future medical expenses. Colds mean a puny constitution, your own and your children's. Colds mean that you earn less than you might — your brain and body cannot work as well, they get weaker after every attack, and take longer to recover. All these harmful effects and their various causes are absolutely expelled by the potency of Sanacine. Every manifestation of cold is promptly met and dispelled by the curative action of Sanacine, which protects and allays all irritation of the respiratory organs and promotes the growth of new tissue. No matter how slight the cold, get rid of it then and there, get rid of it once and for all, with ease and with certainty, by availing yourself of Sanacine. The following pages describe how the most malignant, the most stubborn colds rapidly yield to the remedial influence of Sanactne. Don't trifle with a cold — that means you will always be troubled with some ailment or other. Cure it! Cure it now — with Sanacine!

ASHTON & PARSONS, LTD.

Colds

Their Causes: Quite three-fourths of the diseases mankind suffers from have their *origin* in colds, and there is no doubt that, as a *cause* of ills, colds are surely the most fatal of all human afflictions. Colds are the result of breathing impure air, exposure to draughts, the wearing of damp clothing, damp or thin boots, poor nourishment, bad circulation, and cold extremities.

Harmful Effects: Never neglect a cold, that is folly indeed. The lingering *after effects* of a cold are usually most malignant and stealthy, and the more dangerous because few people know that colds cause deafness, weak sight, constipation, catarrh, neuralgia, skin diseases, baldness, headaches, stomach pains, indigestion, ague, earache, &c.

The Remedy There is, in Sanacine, a natural remedy, a sure remedy, a safe remedy for the most obstinate and distressing colds. However violent the cold is, it rapidly yields to the remedial influence of Sanacine. The specific is carefully compounded and its action calculated by experts who have studied all the various causes, consequences and manifestations of colds. The medicinal preparations of these same experts are used by nearly every Royal House in Europe, and this fact alone is a guarantee that Sanacine will unfailingly accomplish its purpose.

Sanacine quite frees the System from Colds

Colds

First Group

Colds in the Head

Are due to inflammation of the mucous membrane which lines the air passages between the nostrils and throat. The head feels swollen and heavy, scalp seems sore to the touch, the nose is closed with congested mucus, and the eyes ache and smart ; there is also deafness, a constant 'shivery' feeling, and a marked disinclination for mental exertion. The lips are swollen, dry, cracked and "burn." Toothache, mumps, and gumboils often accompany head colds.

Second Group

Colds in the Chest

Chest colds are generally so described because the pain and physical discomfort is always very pronounced in the region of the chest. In Bronchitis there is a tightness across the chest, a stiffness and soreness near the armpits and over the ribs, a choky and tickling sensation in the throat, difficulty in breathing, and violent coughing. In Asthma there is a similar tightness of the chest, difficulty of breathing, and frequent painful contractions of the chest muscles. Both Bronchitis and Asthma are usually accompanied by a series of short coughs with a whistling sound.

(Continued on next page)

Sanacine Expels the Poisonous Mucus.

Colds

Third Group

Colds in the Stomach

Stomach Catarrh, Neuralgia of the Stomach, Indigestion, and Constipation are frequently due to the copious amount of mucus swallowed instead of being expectorated. This phlegm, teeming with germs, is absorbed into the fluids of the stomach and neutralises the gastric juices, and prevents their secretion and so brings on indigestion. The phlegm has a binding effect on the bowels and causes indigestion, and in stomach catarrh stimulates the production of poisonous fluids until agonising pains are experienced at the base of the breastbone, with sickness, and distention of the abdomen, attended by neuralgic spasms near the navel.

The Remedy

It is the special function of Sanacine to promote a secretion which dissolves and expels the congested phlegm in the nasal cavity, bronchial tubes and stomach, and a few doses are sufficient to conquer the most violent cold and protect the system against further attack. In preventing the further accumulation of the poisonous mucus Sanacine frees the chest from the painful feeling of constriction, effectually remedies the *cause* of the disorders and prevents their recurrence.

Sanacine Heals the Lacerated Lung Tissues

Coughing

The Cause

Coughing is caused by an inflammation and irritation of the mucous membrane lining the throat and lungs, Cold, damp air, or dust usually provoke this irritation.

Difference in the Cough

When a cold is recently contracted, the cough is dry, loud and resounding. If the cough is long continued, is spasmodic or has a crowing sound, it is a sign of Whooping Cough. A hard, rough and ringing or metallic cough, with a hoarse croak is a sure indication of Croup. Should the cough have a thin, shrill or whistling sound, it betokens Bronchitis or Asthma. Dry, hacking coughs, developing later into a deep booming when the paroxysms become frequent, denote Consumption.

Its Great Dangers

Coughing ruptures the air cells of the lungs, tearing the delicate membranes and tissues, and every cough may be truly said to shorten life. Coughing strains the little blood vessels, until they sometimes break and cause internal hæmorrhage. When the sponge like tissues of the lungs get inflamed and filled and choked with phlegm, it is the effort to clear it away that produces the cough, which in turn breaks up the lungs bit by bit.

Sanacine protects the System from Colds.

Coughs

From Throat

Coughs which proceed from the throat, accompanied by violent sneezing, are due to dense masses of phlegm blocking up the air passages, or to the raw and broken lining of the nasal and bronchial passages. Such coughs generally indicate Head Colds, Influenza, Sore Throat, Nasal Catarrh. The inside of the throat feels raw and every inhalation seems to tickle and irritate the inflamed parts, until a violent fit of coughing results and causes acute pain in the affected region. Both watery humour and phlegm soon disappear after a few doses of Sanacine.

From Lungs

The hollow, hacking, and wheezing coughs, which come from the chest and lungs, are a development and aggravation of the above-mentioned symptoms. The secretions of poisonous mucus settle in solid masses in the sponge like air cells of the lungs, and this congestion causes a serious difficulty in breathing. The effort to clear the lungs from phlegm sets up violent and continuous fits of coughing, breaking and tearing the tissues to an alarming extent. It is in alleviating and arresting this distress that the direct and rapid healing properties of Sanacine prove so invaluable in Asthma, Bronchitis, Whooping Cough, and Consumption.

(Continued on next page.)

Sanacine removes the irritant causes of Coughs.

Coughs

From Chest

Coughs that seem loud, grating, with a tearing resonant sound, proceed from the chest. They are produced by the inflammation and congestion of the lungs and bronchial tubes spreading to, and infecting all the surrounding tissues and organisms. This condition gives the chest that sense of fulness and tightness, with the occasional stabs of pain like a thrust with a hot wire. In some instances the congestion is so excessive that the cough seems muffled and stifled and there is a feeling of suffocation and extreme exhaustion at each seizure. Coughs of this description are caused by acute and malignant forms of Bronchitis, Asthma, Croup and Consumption, and, it will be found, diminish in violence and frequency from the time Sanacine is administered.

The Remedy

Sanacine loosens and expels the congested phlegm, and frees the lungs and bronchial tubes from the suffocating obstruction, and ensures they shall remain so. After a few doses of Sanacine the tendency to cough rapidly diminishes, and the fearful wear and tear on the lungs naturally ceases. The beneficial action of Sanacine is greatly accelerated by slowly dissolving on the tongue one or two Sanacine Tablets at intervals. Full particulars of the tablets will be found on the third cover.

Sanacine stops a Cough naturally.

Precautions

Before Attack.

Be Prepared

Don't wait for the seizure—*prevent it.* At the first premonitory shiver, chill, or sneeze take a dose of Sanacine, and the threatened cold will not develop. Keep up the vitality with nourishing food, eight hours' sleep, well ventilated rooms, mild exercise in the open air to maintain the circulation of the blood. Remember that draughts, damp clothing (not sufficiently aired or due to perspiration), damp, or thin boots, impure air, and cold extremities are causes which invite colds.

After Attack.

Make Sure of Recovery

If the warning symptoms have been neglected, and the cold has got a real grip, don't neglect it, get it out of the system at once, the present discomfort is nothing to the evil caused by the *after-effects.* Take a regular course of the Sanacine both during the day and at bedtime, if possible remain indoors in an even temperature, keeping the air in the room pure and fresh. If going outdoors, it is best to wrap up warmly but not heavily, or perspiration results, and a fresh chill may be caught. Keep up the strength with nourishing food, as in colds there is rapid wasting. Upon retiring to bed, stir a handful of mustard into water as hot as can be borne, and immerse the feet.

Sanacine enables Delicate Systems to Resist Colds.

Precautions

Specifics which Aid.

Sanacine Tablets The remedial action of Sanacine may be promoted and assisted by occasionally dissolving a Sanacine Tablet on the tongue. The medicated vapour of the tablet penetrates to all the lacerated membranes and air cells conveying instant relief and ease, making it possible to breathe without difficulty or distress ! For Sore Throat, Loss of Voice, Hoarseness, or Huskiness, the tablets are invaluable. Sanacine Tablets are particularly serviceable to public speakers, actors, singers, travellers, &c. The tablets are sold in boxes at 1/1½ and 2/9. Post Free.

Clive's Pills Colds are prone to affect the intestines, and produce constipation. It is highly important to subdue any feverish symptoms, and so the bowels must be kept open, a requirement which is perfectly and regularly accomplished by Clive's Pills, without griping or purging. The pills are sold in boxes at 1/1½. Post Free.

Clive's Ointment For rheumatism, sore throat, stiff neck, chest colds, and pains in the chest and muscles, excellent results are obtained by well rubbing over the affected parts with Clive's Ointment, or smearing it on linen rags and securing them in position with a flannel bandage. Treat externally *before* going to bed. Sold in boxes at 1/1½. Post Free.

Sanacine Strengthens Weak Lungs.

Common Ailments

Caused or Aggravated by Colds.

Influenza A most infectious, acute and malignant manifestation of cold ; attacks suddenly, commencing with slight shivers or sneezing. The victim is rapidly prostrated, alarming exhaustion results, with great depression and a rise in bodily temperature. There is chilliness, shivering, aches in the bones of the face, watery discharge from eyes and nose, headache, loss of appetite, taste and smell ; constipation with general muscular weakness. To cure, remain indoors in a dry, even temperature, take nourishing food, and doses of Sanacine in warm water. The *after effects* of influenza are notoriously dangerous and lingering, and it is advisable to continue taking Sanacine until all traces of the complaint are expelled.

Rheumatism Repeated exposure to damp and cold is responsible for this malady. Excruciating twinges of pain occur in the joints of the fingers, knees, ankles, hips and shoulders, with slight deafness, and a stiffness and knotting of the muscles in the affected parts. Rheumatism poisons the system, causing diseases of the heart and lungs. Keep in a warm dry atmosphere, rub over the seat of pain with Clive's Ointment wear woollen clothing, sleep in blankets, and avoid colds by taking a course of Sanacine.

Sanacine removes the active cause of colds

What Colds Cause

There is no doubt whatever that colds are the direct and principal cause, the aggravation, of most of the ills which afflict mankind.

Dr. DOYEN

In the "Daily Mail" of September 17, 1908, Dr. Doyen, the famous International Scientist, says:—"If we succeed in suppressing Colds, Chest Diseases, and Bronchitis—for these complaints are often the primal cause of Rheumatism—we arrive logically at the *suppression of latent causes of disease.*"

The following table is but a short list of some of the complaints which are, for the most part, due to the ill effects of colds.

COLDS CAUSE

Asthma	Deafness	Toothache
Bronchitis	Weak Eyes	Quinsy
Catarrh	Loss of Taste	Gumboils
Croup	Loss of Smell	Skin Eruptions
Cramp	Loss of Voice	Earache
Sore Throat	Loss of Appetite	Cold Blisters
Stiff Neck	Loss of Memory	Cold Sores
Influenza	Constipation	Neuralgia
Baldness	Indigestion	Consumption
Rheumatism	Laryngitis	Pneumonia
Stomach Catarrh	Hoarseness	Coughs

and many other disorders which owe their existence to the careless habit of neglecting a cold.

Sanacine destroys the germs colds live on

DIRECTIONS FOR USING

SANACINE

NATURE'S LUNG HEALER

THE DOSE

An adult	. . . .	10 drops
14 years	. . . .	5 „
7 „	. . . .	3 „
3 „	. . . .	2 „

To be taken in a little water two or three times a day at equal intervals either before or after meals. A dose at bedtime, either in warm water or hot gruel, will be found especially beneficial. When taken in *warm* water, it is advisable not to go out of doors immediately.

AS A GARGLE

For dry, hoarse, husky, sore, or parched throat, ten drops of Sanacine in half-a-tumbler of warm water makes an excellent gargle, which loosens the phlegm and speedily allays all distress.

Guarantee.

Sanacine contains no opium, morphia, or any other dangerous or poisonous drug. Sanacine is a wonderful combination of natural remedies, and is guaranteed perfectly harmless, and may be administered to children, as directed, with entire reliance and confidence in its benevolent efficacy.

Price in Great Britain, 1/1½, 2/9, and 4/6;
Sold by all Chemists, Stores, etc.,
or post free from the proprietors—

ASHTON & PARSONS, Ltd., La Belle Sauvage, London, E.C.

Sanacine banishes the dangers of Colds.

SANACINE TABLETS

A concentrated, compact and handy form of SANACINE particularly serviceable to public speakers, actors, singers, travellers, clergymen, &c.

¶ The medicated vapour of the tablets penetrates to all the lacerated membranes and air cells, conveying instant relief and ease, making it possible to breathe without difficulty or distress! For Sore Throat, Loss of Voice, Hoarseness, or Huskiness, Sanacine Tablets are invaluable. Their effect in clearing and strengthening the voice is almost instantaneous.

SANACINE TABLETS

are pleasant to the taste, readily dissolve in the mouth and may be taken alone or with Sanacine.

Price in Great Britain: Boxes, 1/1½ and 2/9.

The 2/9 size contains three of the 1/1½ boxes.

Sold by all Chemists, Stores, etc., or Post Free from—

Ashton & Parsons, Ld. La Belle Sauvage, London, E.C.

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